

Rep Order# 9841438 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/12/2012 11:27 AM  
Last Received: 10/12/2012 11:00 AM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRA  
Estimate# 3341  
Buyer AMAG MediaAssistant  
Phone#  
Fax#

65379  
Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 137/490/3341  
Flight Dates 10/15/2012 - 10/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	SU	1135P-1205A	SPORTS AUTHRTY	:30	\$1,000.00	10/21-10/21	1 P2	1	1	\$1,000.00	
Rating: 3.0												
	2	M	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/15-10/15	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	3	TU	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/16-10/16	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	4	F	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/19-10/19	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	5	SA	12P-330P	BIG EAST FTB	:30	\$1,800.00	10/20-10/20	1 P2	1	1	\$1,800.00	
Rating: 2.4												
	6	SU	4P-7P	CBS NFL FTBL-2	:30	\$19,000.00	10/21-10/21	1 P1	1	1	\$19,000.00	
Rating: 24.8												

Rep Order# 9841438 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/12/2012 11:27 AM  
Last Received: 10/12/2012 11:00 AM  
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRA  
Estimate# 3341  
Buyer AMAG MediaAssistant  
Phone#  
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 137/490/3341  
Flight Dates 10/15/2012 - 10/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 6 / \$25,400.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$25,400.00

Sales Totals: 6 / \$25,400.00

Station Totals: 6 / \$25,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$112,539	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	4%
		WKRC	22%	WLWT	40%	WSTR	0%	WXIX	32%		

Books null  
Demos RA35+



Order / Rev: 65379  
 Alt Order #: 09841438  
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: National Rifle Association  
 Product Desc: NRA  
 Estimate: 3341

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/16/12	10/16/12	Letterman Letterman	CM	11:35 PM-12:35 XI	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12		-T-----		1			\$1,200.00			0.00			
E 4	WKRC	10/19/12	10/19/12	Letterman Letterman	CM	11:35 PM-12:35 XI	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12		----F--		1			\$1,200.00			0.00			
E 5	WKRC	10/20/12	10/20/12	Big East Football Big East Football	CM	12:00 PM-3:30 PM	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
BIG EAST FTB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1			\$1,800.00			0.00			
E 6	WKRC	10/21/12	10/21/12	NFL Regular Season Regular Season	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	:30	1	\$19,000.00	P-1	0.00	NM	1	\$19,000.00
CBS NFL FTBL-2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1			\$19,000.00			0.00			
														Totals	\$25,400.00